A Team-based Approach to Development

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Objectives:
Strategies for successful development and fundraising at the department level
Various professional perspectives on the issue (dean, department chairperson,
director of college development)
Examples of successful processes (short- and long-term gains)
Examples of ways to link the process to strategic planning
Time for brainstorming and discussion in small and large groups
Time for work on a development strategy and peer feedback

Description:
This workshop focuses on strategies for engaging in successful short- and long-term
development and fundraising efforts at the program and department level, while
remaining aligned with college and university priorities. Facilitators include a
chairperson, director of college development, and dean who will discuss the
development cycle and offer suggestions for working with your college development
officer and dean, engaging in strategic planning, leveraging alumni and affinity
groups, and working with donors. Participants will have the opportunity to
brainstorm in small groups and discuss as a large group, as well as work on a
development strategy that fits their unique goals and context.

The session will provide a brief overview of the fundraising cycle viewed within the
context of an academic department. The facilitators will then offer strategic
planning tools and techniques for developing short- and long-term development
goals that are aligned with department, college, and university priorities. Finally,
the facilitators will offer examples of development processes and successes that are
strategic (working with advisory groups and alumni boards), organic (developing
relationships), and advantageous (leveraging opportunities). Again, these processes
and successes will be viewed within the context of the larger academic enterprise,
and common to all is their team-based structure.

There will be time throughout the workshop for small and large group discussions,
as well as for work on individual development strategies that align with specific
institutional circumstances and conditions. Anticipating an audience comprised of
new and experienced chairpersons from a diverse collection of institutions and
regional contexts, the possibility of discussion that allows for the sharing of ideas
and potential opportunities and challenges will help participants to both broaden
their perspectives and understand their own circumstances more acutely.

The main objective of this workshop is to offer best practices for a team-based
approach to development and fundraising during a period of limited internal and
external resources in order to secure "quick wins" and ensure sustainable results.
The workshop will introduce a variety of perspectives on the issue, discuss strategy,
and suggest ways of moving forward towards success. Participants will leave with
increased knowledge, diverse perspectives and examples, and actual progress made
on a development strategy intended for implementation.